

Message Text

PAGE 01 TOKYO 11126 120616Z

12
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

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R 120547Z AUG 75
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 2388
INFO USDOC WASHDC

UNCLAS TOKYO 11126

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: HOBBIES AND HANDICRAFTS/TOYS AND GAMES USTC SHOW -- MAY
1976

REF: USDOC 11674

1. EMBASSY AND USTC WELCOME DECISION ON SUBJECT SHOW. SUCCESS
OF TOY AND HANDICRAFTS COMPANIES AT APRIL CONSUMER GOODS
SHOW AND OF TOY CATALOG SHOWS IN TOKYO AND FUKUOKA (NOW BEING
PLANNED ALSO FOR OSAKA AND NAGOYA) INDICATE HIGH POTENTIAL
FOR SUCCESS OF SUBJECT SHOW.

2. EMBASSY WISYS PROPOSE FOLLOWING IDEAS FOR COMMERCE'S
CONSIDERATION:

A. THAT COMMERCE ASK AMERICAN TOY AND HOBBY INDUSTRY
ASSOCIATIONS TO LEND THEIR NAMES AS SUPPORTERS OF SUBJECT
SHOW. THIS IS SIMILAR TO BRITISH EXPORT MARKETING CENTRE
PRACTICE AND HAS STRONG PSYCHOLOGICAL AND COSMETIC EFFECT
ON JAPANESE MIND;

B. THAT COMMERCE CONSIDER ASKING U.S. EXHIBITORS TO
ARRIVE ONE DAY EARLIER IN ORDER ATTEND EMBASSY/USTC -
SPONSORED SPECIALIZED SEMINAR ON MARKETING SUBJECT
PRODUCTS IN JAPAN. THIS WOULD INCLUDE TRIPS TO TOY AND
HOBBY STORES IN TOKYO AND DISCUSSIONS WITH KNOWLEDGEABLE
JAPANESE AND AMERICAN BUSINESSMEN.

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PAGE 02 TOKYO 11126 120616Z

C. THAT COMMERCE APPROPRIATE APPROX. U.S. DOLLARS 1000
FOR 30-40 PAGE SURVEY OF TOY/GAME/CHILDREN'S HANDICRAFT
MARKET IN JAPAN. EMBASSY E/C SECTION WILL PREPARE TRADE
LIST OF IMPORTERS, ASSOCIATIONS, PUBLICATIONS, AND

MAJOR MANUFACTURERS, WHOLESALERS, AND RETAILERS.

D. THAT COMMERCE AND USIS/WASHINGTON PREPARE VIDEO TAPES OF TWO SHORT (APPROX. 15-MIN.) BRIEFINGS BY TOY AND HOBBY ASSOCIATION OFFICIALS ON (1) TOY ADVERTISING AND (2) TOY SAFETY REGULATIONS, AS THEY BENEFIT THE CONSUMER. THESE TAPES, TO BE DUBBED IN JAPANESE, WOULD BE PLAYED IN BUSINESSMEN'S LOUNGE OF USTC DURING SUBJECT SHOW AND WOULD SERVE AS ADDITIONAL INCENTIVE TO INCREASE ATTENDANCE.

3. EMBASSY PROPOSES MARKET SURVEY SPECS AS FOLLOWS:

A. REPORT TO BE IN ENGLISH, TYPEWRITTEN, IN FIVE COPIES, APPROX. 30-40 PP, WITH ALL RIGHTS BELONGING TO USDOC. REPORT TO BE COMPLETED BY NOVEMBER 1, 1975.

B. PRODUCT CATEGORIES UNDER SURVEY ARE: DOLLS AND DOLL CLOTHING, DOLL FURNITURE, CHILDREN'S PLAY FURNITURE, STUFFED ANIMALS, WOODEN TOYS, METAL TOYS, PLASTIC AND RUBBER TOYS, RACK/IMPULSE TOYS, GAMES, EDUCATIONAL/SCIENTIFIC TOYS/KITS, CHILDREN'S HANDICRAFT KITS, OTHER;

C. GIVE MARKET SIZE FOR 1973, 1974 (APPARENT CONSUMPTION EQUALS PRODUCTION PLUS IMPORTS MINUS EXPORTS) IN YEN AND DOLLARS (SHOW CONVERSION RATE) FOR TOTAL MARKET AND ACTUAL OR ESTIMATE FOR EACH CATEGORY IN (B) ABOVE, AND SHOW PERCENTAGE GROWTH RATES, FOR 1975 (EST.) AND 1977 (EST.);

D. DESCRIBE IMPORT COMPETITIVENESS OF US TOYS AND GAMES AND GIVE STATISTICAL INFORMATION ON IMPORTS OF US AND THREE LEADING COMPETITIVE NATIONS FOR PRODUCT CATEGORIES GIVEN IN (B) ABOVE FOR YEARS GIVEN IN (C) ABOVE;
E. INDICATE US SALES POTENTIAL FOR PRODUCT CATEGORIES IN (B) ABOVE AND DESCRIBE SPECIFIC TYPES OF UNCLASSIFIED

PAGE 03 TOKYO 11126 120616Z

PRODUCTS WITH HIGH OR GOOD SALES POTENTIAL;

F. DESCRIBE AND PROVIDE STATISTICAL INFORMATION ON DISTRIBUTION CHANNELS FOR IMPORTED TOYS AND GAMES, CONCENTRATING ON WHOLESALE AND RETAIL LEVELS;

G. INDICATE AMOUNT AND PERCENTAGE OF SALES BY TYPE OF OUTLET (DEPARTMENT STORE, SPECIALTY STORE, SUPER-MARKET, ETC.);

H. DESCRIBE BRIEFLY GOVT REGULATIONS RELATING TO TOYS AND TOY SAFETY, AND VOLUNTARY PROCEDURES SUCH AS SAFE TOY CODE; GIVE TARIFF RATES FOR PRODUCT CATEGORIES;

I. GIVE POPULATION BREAKDOWN BY AGE AND SEX FOR
JAPANESE 15 AND UNDER;

J. GIVE AVERAGE EXPENDITURE IN YEN PER YEAR FOR
CHILDREN TOYS AND GAMES BY AGE AND SEX (IF AVAILABLE),
AND GIVE PRODUCT PREFERENCES BY AGE AND SEX (IF
POSSIBLE);

K. DESCRIBE, AS CASE STUDIES, MARKETING AND DISTRIBUTION
SITUATIONS OF TWO COMPANIES IMPORTING TOYS OF WHICH ONE
IS AMERICAN;

L. DESCRIBE TYPICAL IMPORTER IN TERMS OF SIZE, SPECIALI-
ZATION, BACKGROUND, TERRITORIAL COVERAGE, ETC.

4. COMMERCE DECISION ON FUNDING FOR MARKET SURVEY ALONG
LINES SUGGESTED SPECS REQUESTED SOONEST.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO11126
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750277-0919
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750898/baaaafvg.tel
Line Count: 130
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <10 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971002
Subject: n/a
TAGS: BEXP, JA
To: STATE INFO USDOC
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006